



## **2024 Parade of Lights Sponsorship Application Saturday, December 14, 2024**

**Line Up Starts at 4:00 PM, Parade Starts at 6:00 PM**

**Refer To Map on Page 4 For Line Up Location**

Step into a world of perpetual holiday cheer as we bring the enchantment of Christmas to every season of the year! Our "Christmas Throughout the Year" parade promises to be a delightful and imaginative journey that showcases the essence of Christmas in all its glory, no matter the month.

Your sponsorship will go towards the marketing of this year's Parade of Lights. Sponsoring also gains your business extra opportunities to be promoted during the Parade and through the marketing of the Parade.

### **Sponsorship Levels:**

#### **Friendship (\$250)**

- Name on Social Media and Email Promotions
- Name on "Thank You Sponsors" on Website
- Name on Post-Event Email and Social Media "Thank You"

#### **Bronze (\$500)**

- Parade Entry
- Name on Social Media and Email Promotions
- Name on "Thank You Sponsors" on Website
- Name on Promotional Flyers
- Name on Post-Event Email and Social Media "Thank You"

#### **Silver (\$1250)**

- Parade Entry
- Name on Social Media and Email Promotions
- Logo on "Thank You Sponsors" on Website
- Logo on Promotional Flyers
- Name on Post-Event Email and Social Media "Thank You"

**Gold (\$2500)**

- Parade Entry
- Logo on Social Media and Email Promotions
- Logo on "Thank You Sponsors" on Website
- Logo on Promotional Flyers
- Logo on Post-Event Email and Social Media "Thank You"
- Your Business Name Announced At The Parade

**Platinum (\$5,000)**

- Parade Entry
- Logo on Social Media and Email Promotions
- Logo on "Thank You Sponsors" Website
- Logo on Promotional Flyers
- Logo on Post-Event Email and Social Media "Thank You"
- Named as Sponsor on Press Release
- Your Business Name Announced At The Parade
- Company Banner Displayed At Announcing Platform

**Sponsorship Level:** \_\_\_\_\_

**Name of your Organization:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**If you are including an entry with your sponsorship, please fill out the rest of the form.**

**Name of Insurance Carrier(s) for Vehicle(s):** \_\_\_\_\_

**Your Float Theme (ex. Spring, Fall, Combination With Another Holiday Christmas & Valentine's Day):** \_\_\_\_\_

*\*Note: Vehicle drivers must be at least 16 years of age and have a valid driver's license.*

**Type of Entry (Check One):**

**Float (up to 35')** \_\_\_\_\_ **Float (up to 65')** \_\_\_\_\_ **Vehicle(s)** \_\_\_\_\_

**Marching Band** \_\_\_\_\_ **Individual(s) on Foot** \_\_\_\_\_ **Horses/Animals** \_\_\_\_\_

**Size of Entry (ex. 20 feet long, 65 feet long, etc.)** \_\_\_\_\_

**Does Your Entry Have Sound?**      Yes      No

**Special Requests:** \_\_\_\_\_

**One or two sentences about your float: (25 words or less. This will be announced to the crowd.)**

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## Additional Event Information

**Contact:** Amber Miland, [amarron@orovillechamber.com](mailto:amarron@orovillechamber.com), (530) 538-2542

**Times:** Check-In for Line Up will open at 4:00 pm. There will be a Check-In Table in the upper Oroville Convention Center Parking Lot near the Float Staging Area. All floats must be ready by 6:00 pm.

**Rain or Shine Event:** Please prepare for all weather conditions. Entry fees are non-refundable, with the exception of cancellations made by the Oroville Area Chamber of Commerce.

**Set Up:** Please refer to the Map for location details on the Float Staging Area and Band Drop Off Area. Due to intense glare, all headlights should be covered with colored cellophane or turned off.

**Approval Process:** All applicants are subject to an approval process. Applicants will receive a welcome email once their application is approved. If false information is provided on any application regarding their float, the applicant will be asked to leave the event.

**First Registered, First Served:** Your application may be denied if spaces sell out prior to the application deadline. We recommend that you submit your application as soon as possible to avoid conflicts.

**Special Requests:** Requests must be made on this form to be considered.

**Photography/Video:** Oroville Parade of Lights / Oroville Area Chamber of Commerce and affiliate Oroville Economic Alliance reserves the right to use any photograph/video taken at the parade or pre-parade events, without the expressed written permission of those included within the photograph/video. The Oroville Chamber of Commerce, and its affiliate Oroville Economic Alliance may use the photograph/video in publications or other media material produced, used or contracted by CPol including but not limited to: brochures, websites, newspapers, magazines, television, social media, etc.

**User Agreement: *Please read carefully before signing.*** By signing my name hereto, you indicate that you have the authority to enter the described vehicle(s) and entry(ies) and that each entry will be listed on this application. You agree to defend, indemnify, and hold harmless the Oroville Area Chamber of Commerce and affiliate Oroville Economic Alliance, its officers, agents, employees, and volunteers against any and all such claims, demands, causes of action, suits, and expenses, arising out of or resulting from my use of the Oroville facilities. You also agree to follow all written and verbal directions and instructions of the parade organizers.

Sign: \_\_\_\_\_ Date: \_\_\_\_\_



**\*\*The date of the 2024 Parade is December 14, not December 9. The below parade route will be the route for this year.\*\***



**Parade Route**  
Street Closures 4 pm– 8 pm

- ◆ Lincoln from Stafford to Bird
- ◆ Oak to Lincoln
- ◆ Bird between Lincoln & Huntoon
- ◆ Huntoon from Bird to High
- ◆ High from Huntoon to Myers
- ◆ Myers from High to Montgomery
- ◆ Montgomery from Oak to Oliver

**Arlin Rhine Memorial Closed @ 12 pm**  
For Parade participants setup and staging.

- ◆ Oliver from Montgomery to Arlin Rhine
- ◆ Arlin Rhine from Oliver to Lincoln
- ◆ Lincoln from Arlin Rhine to Stafford

● Street Barricades

⊛ Porta-Potty locations

Float Setup & Staging can start @ 12 pm on Arlin Rhine Memorial Dr.

